

Message Text

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64

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 USIA-12 DRC-01 RSC-01 /030 W

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R 261700Z DEC 73

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 675

AMCONSULATE CALI

AMCONSULATE MEDELLIN

UNCLAS BOGOTA 10337

E.O. 11652: N/A

TAGS: BEXP, CO

SUBJ: BOGOTA INTERNATIONAL FAIR

REF: USDOC 19587

PASS USIA/ICS FOR ELLY/LA FOR ESTES

1. DECEMBER 10 MEETING ATTENDED BY 75 REPRESENTATIVES OR AGENTS OF US. COMPANIES. EMBOFFS DESCRIBED COSTS AND OBLIGATIONS INCUMBENT UPON PARTICIPANTS IN TENTATIVE U.S. PAVILION AS WELL AS SPECIFIC RESPONSIBILITIES ASSUMED BY EMBASSY. DEADLINE OF DECEMBER 21, 1973 SET FOR SUBMISSION OF PARTICIPATION/COMMITMENT FORM ACCOMPANIED BY ADMINISTRATIVE FEE.

2. FOLLOW-UP MEETING HELD DECEMBER 17, 1973 TO SETTLE ANY LINGERING DOUBTS OR QUESTIONS ARISING IN INTERIM. LATTER MEETING ATTENDED BY 18 REPRESENTATIVES OR AGENTS OF U.S. COMPANIES. AS RESULT THIS MEETING WE EFFECTED TWO MAJOR POLICY CHANGES: (1) ADMINISTRATIVE FEE (COSTS) CUT BY 34 P/C AND (2) DEADLINE FOR SUBMISSION OF PARTICIPATION/COMMITMENT FORM AND ACCOMPANYING ADMINISTRATIVE FEE EXTENDED TO JANUARY 16, 1974.

3. LATTER CHANGES PROMPTED BY (A) FEEDBACK FROM DECEMBER 10 MEETING, (B) THE RECEIPT OF FURTHER ENCOURAGING WORD FROM USIA CONCERNING A CENTERPRICE AND (C) REALITIES OF THE EXTENDED UNCLASSIFIED

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COLOMBIAN CHRISTMAS HOLIDAY SEASON (DECEMBER 15, 1973 THRU

JANUARY 7, 1974).

4. NO QUESTION THAT DECEMBER 17 MEETING SPARKED SHARP UPSWING IN PARTICIPANT INTEREST. TO DATE 15 REPRESENTATIVES OR AGENTS OF U.S. FIRMS HAVE REQUESTED A TOTAL OF 575 M2 OR 38 P/C OF THE 1,495 M2 AREA AVAILABLE FOR EXHIBITORS. WE ARE NOW THINKING IN TERMS OF INDEPENDENT PAVILION. EVEN PRIOR TO REDUCTION OF EMBASSY ADMINISTRATIVE FEE, EMB HAD RECEIVED FIVE CHECKS FOR 90 M2. REDUCTION OF FEE, WHICH WE ARE CONFIDENT WE CAN LIVE WITH IF USIA HELPS WITH CENTERPIECE, WAS DECISIVE TURNING POINT FOR BETTER. WE WELCOME CONTINUED USDOC ASSISTANCE IN GENERATING INTEREST.

5. INFORMATION KIT WITH LATEST CORRESPONDENCE INCLUDING COST BREAKDOWN BEING BOTH POUCHED AND AIRMAILED TO COMMERCE.
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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INTERNATIONAL EXPOSITIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 26 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BOGOTA10337
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t1973127/aaaaafdo.tel
Line Count: 77
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: USDOC 19587
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 15 JAN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15-Jan-2002 by williadtr>; APPROVED <22 FEB 2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: BOGOTA INTERNATIONAL FAIR
TAGS: BEXP, ETRD, CO, US
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005